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Research Article

Consumers' Environmentally Friendly Recreational Behaviours in Recreational Activities: Camping Sample

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Abstract

The aim of this study is to explain the environmentally friendly recreational camping behaviours of individuals. The data was collected through a survey method from campers in Turkey. According to the multiple regression analysis results, environmental attitude, recreational motivation and perceived consumer effectiveness influence environmentally friendly recreational behaviour positively. Recreational motivation mediates environmental attitude and environmentally friendly recreational behaviour. However, environmental concern, ascribed responsibility and subjective norm do not have any influence on environmentally friendly recreational behaviour. According to collected data, environmental attitude, perceived customer effectiveness and individual motivation are important to investigate environmentally friendly recreational behaviours.

Keywords: Recreation, environmentally friendly recreational behaviour, environmentally attitude, camping

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1. INTRODUCTION

Various models and studies on the identification of the touristic and recreational behaviours of consumers are found in literature (Berns and Simpson, 2009; Kil, Holland and Stein, 2014; Kolmuss and Agyeman, 2002). Berns and Simpson (2009) have analyzed the previous studies about the correlation between open area recreational activities, demographical characteristics, and environmentally friendly behaviours to find out whether the participants possess any ecological sensitivity and awareness. Kolmuss and Agyeman (2002) have examined the effect of ecological knowledge on

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environmentally friendly behaviour through environmental attitude. Aside from the variables used by other researchers, Kil, Holland and Stein (2014) have used recreational motivation as another variable to identify individuals' sensitive behaviours to the environment. Furthermore, by using the environmental attitude as a variable, they aimed to identify the mediating effect of recreational motivations between individuals' environmental attitudes and environmentally friendly behaviours.

Purpose of study is to investigate the effects of subjective norm, ascribe responsibility, environmental attitudes, perceived consumer effectiveness and recreational motivation on environmentally friendly recreation behaviour. The mediating effect of motivation between attitude and behaviour is also measured. The variables that are considered to affect the behaviour are determined in consideration of previous general ecological studies. Determining the most effective variable (ecological concerns, ascribing responsibility, etc.) on individuals' environmentally friendly behaviours will aid in the idenfiticaion of the facts supporting individuals behaving environmentally friendly and creating more environmentally friendly consumers. Accordingly, our study aims to understand how social pressure affects individuals' attitudes and behaviours in addition to what kind of differences it causes in attitudes and behaviours. A model has been developed compatibly previous studies in the literature.

In recent years, camping areas in Turkey have gained importance due to fast urbanization, heavy urban agglomeration and the willingness to get away from the hectic pace of daily urban life. The importance of the environment is recognized globally and mankind must be aware of it and the need to be environmentally friendly. In this context, countries all around the world have shown new ways of enforcing the protection of their natural areas. Academic studies have also been initiated in this regard to investigate the reasons of individuals' need for natural areas, attitudes and behaviours in the use of these areas, and other similar consumer behaviours towards nature.

Therefore, environmentally friendly recreational behaviour is measured in this study based on the related previous studies. This study is regarded as very important in both guiding the future researches and at the point of scrutinizing recreational activities with ecological variables. When previous studies are analyzed, it is seen that ecological variables are used insufficiently concerning recreational activity behaviour. In order to reach the goal of the study, an attempt was made to determine the variables, which are effective on environmentally friendly behaviours of the individuals who participated in camping as an environmental recreational activity. The following variables are used to complete this analysis: environmental attitude, ecological concern, ascribing responsibility, perceived consumer effectiveness, subjective norm and recreational motivation.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1. Environmental Attitude

Attitude is described as individuals' intentions to certain behaviour. It might be claimed that a behaviour can be the underlying cause of the emergence of an attitude. Cuceloglu (1992) says, emotional, cognitive and behavioural components are vital in the emergence of attitudes. Sears, Peplau and Taylor (1991) claim that attitude components affect the emergence of individuals' attitudes. Likewise, the way the individual values an attitude can play a role in the conversion of an attitude to a behaviour (Fishbein and Ajzen, 1975). The intensity of individuals' knowledge and

beliefs in their attitudes is analyzed in terms of cognition; while, the intensity of values and feelings is expressed through emotions (Sears, Peplau and Taylor, 1991). Individuals' beliefs and the ethical values underlying personal evaluations are also considered as important role players in the emergence of an attitude (Fishbein and Ajzen, 1975).

The fact that individuals have a negative or a positive attitude is determined by the combination of behavioural beliefs and subjective evaluations. In other words, considering (personal value) the possible results of performing a behaviour (evaluation outcomes), the belief of a person to carry out or not to carry out the behaviour (behavioural belief) has an effect on forming the attitude (Kement, 2013, p. 15). The effect of attitude on behaviour was examined by many researchers within the context of specifically conceived action theory and planned behaviour theory. Kil, Holland and Stein (2014) have measured the effect of environmental attitude on environmentally friendly behaviour. Thapa (2010) has also perform a study on the effects of environmental attitudes on behaviour. Consequently, H_5 was formed in order to examine whether the environmental attitude has an effect on recreational behaviour. Accordingly;

H_5: Environmental attitude positively affects environmentally friendly recreational behaviours.

2.2. Subjective Norm

Subjective norm states the social pressure felt by an individual to perform the behaviour or not due to the people the individual regards as important (parents, relatives, close friends, colleagues, etc.) (Baker and White, 2010). When subjective norm, as a variable, is analyzed in detail, motivation congruity and normative beliefs are seen as the base. The power of each normative belief increases depending on motivation congruity (Ajzen, 2001). In other words, for performing a behaviour, the individual's desire of complying (motivation congruity) with each individual's opinion in reference groups provides the formation of normative belief's power /strength positively or negatively (Kement, 2013, p. 17).

Subjective norm, as determining factor of individuals' behaviours and intentions, is also found very helpful to identify the ideas of individuals' immediate families' and friends' about their own attitudes and behaviours towards nature (Ajzen, 2001). In this context, H_1 is formed to measure the effects of subjective norms on individuals' environmentally friendly recreational behaviours. Accordingly;

H_1: Subjective norms positively affect environmentally recreational behaviours.

While the literature was analyzed according to Han and Kim (2010), an appropriate corelation between norm and attitude was designed and tests were made in this regard. For example, the model of Planned Behaviour Theory, which was developed by Ajzen and Fishbein (1980), was partially changed and redeveloped. They have made the appropriate necessary developments in the structure of the model by adding a connection from subjective norm to attitude. In defining the individuals' environmentally behaviours, Han, Hsu and Sheu (2010) have validated that the attitude of individuals towards a green hotel is positively associated with subjective norm. Therefore, it is assumed that the fact that an individual is influenced by the social pressure originating from some references (family, relatives, friends, etc.) plays a role in

the way the individual regards a behaviour as negative or positive (Han, Hsu and Sheu, 2010). In this regard, to determine the effect of individuals' subjective norms on environmental attitudes, H_8 is established. Accordingly;

H_8: Subjective norms affect environmental attitudes positively.

2.3. Ascribed Responsibility

The ascribed responsibility variable in the Value-Belief-Norm (VBN) theory is considered to be important for the explanation of the individuals' decision-making process regarding the environment (Han, 2015). In the light of this information, according to the VBN theory, the ascribed responsibility variable is stated as feeling responsible for negative results of pro-social activities (De Groot and Steg, 2009, p. 426). Within this context, the value theory and the norm activation theory have come together and the ascribing responsibility variable has been used in many studies measuring the behaviours towards nature. (De Groot, Steg, 2009; Zhang et al., 2014) Within this scope;

H_2: The ascribed responsibility factor affects the environmentally recreational behaviours positively.

Another environmental consideration that individuals regard as important is the fact that how carefully other individuals behave concerning this subject. Whether they continue their lives while protecting the environment and show sensitivity in their environmental activities are vital factors in explaining individuals' behaviours and attitudes towards nature (Han, 2015, p. 166). In this regard, according to De Groot and Steg (2009, p. 426) this concept is stated as the 'ascribed responsibility' variable and is defined as '*feeling responsible for the negative results of pro-social activities*'. As it is understood from the description, considering ascribed responsibility as a variable in explaining individuals' environmental attitudes is significant. Moreover, some researchers have conducted works on the effects of the ascribed responsibility factor in their academic studies prepared in the scope of Norm Activation (De Groot, Steg and Dicke, 2007). Furthermore, De Groot and Steg (2009) have examined the intervention effect of ascribed responsibility on personal norm and behaviour. In this regard, H_9 is formed in order to identify the effect of the ascribed responsibility factor on environmental attitude. Accordingly;

H_9: Ascribed responsibility affects the participants' environmental attitudes positively.

2.4. Perceived Customer Effectiveness

In previous studies, researchers have believed that attitude is the only determinative factor of behaviour. However, some researchers have claimed that attitude is not the one construct to determine of behaviour. In order to cover this incompetency or gap, some researchers have tried to determine the behaviour by using Social Dilemma Theory (Lee et al., 2014). Social dilemma implies confronting the alternatives of either considering the group's benefits and working as a group or considering personal benefits and leaving the group (Lee et al., 2014, p. 2099). In regard of all this information, the perceived consumer effectiveness (PCE), which is perceived according to social dilemma theory, can provide the description for individuals' decisions and behaviours in the situation of a social dilemma. Thus, PCE indicates the

degree of the efforts towards the contributions that an individual will do for the solution of the revealed problem (Ellen, Wiener and Cobb-Walgren, 1991).

It could be considered that the consumers in Turkey attempt to show sensitivity towards the environment while camping and in their product preferences while shopping. However, underlying factors of their behaviour remain arguable. According to Berger and Corbin (1992), PCE increases the effectiveness of predicting individuals' acts towards the environment. However, according to Ellen, Wiener and Cobb-Walgren (1991), individuals' behaviours are not enough by themselves to create differences. In other words, in such a process individuals must behave politically and a higher number of people must be gathered and act together.

According the common idea observed in the literature, it is possible for individuals to act individually in a way that will provide a benefit to the society concerning subjects that will make them feel happy (Song et al., 2012). In addition to that, they would expect the other individuals to behave in the same manner. According to pathos, as one of Aristoteles' persuasion theory, virtuousness is the underlying factor of individuals' behaviours (Tutar, 2014, p. 187). Therefore, virtuousness appears to be an effective factor on individuals' behaviours towards the environment. Individuals might consider the benefits of behaviour as expected in the perceived customer effectiveness variable provided that they are virtuous, and this might lead them to behave ecologically friendly. Consequently, H_4 is formed. Accordingly;

H_4: Perceived costumer effectiveness positively affects environmentally friendly recreational behaviours.

One of the factors, which are considered important to measure environmentally friendly attitudes and behaviours of individuals is perceived customer effectiveness. When PCE is examined, it is considered important within the framework of social dilemma theory (Lee et al., 2014, p. 2099). According to social contradiction theory, PCE can be helpful in analyzing individuals' attitudes and behaviours (Ellen, Wiener and Cobb-Walgren, 1991; Lee et al., 2014). Within this extent, H_{11} is formed. Accordingly;

H_{11}: Perceived costumer effectiveness positively affects environmental attitude.

2.5. Environmental Concern

Previous studies show that environmental concern is the expression of attitudes of consumers against the threats towards the environment (Chan, 2001). When various studies are analyzed, environmental concern state is seen important in explaining the emergence of the behaviours in the research studies towards the environment (Lee et al., 2014). According to Ellen, Wiener and Cobb-Walgren (1991), like the PCE variable mentioned before, environmental concern variable is also indicated as an important variable to identify behaviours such as environmentally-conscious buying behaviour, behavior of contribution to recycling, petition towards the society's benefits, etc.

According to Bergin-Seers and Mair (2009), visitors of Australia deem the ecologically friendly implementations significant. They behave in a very ecologically friendly way especially in their daily routines and buying habits. Altinoz, Arslan and Hassan (2014) have studied attitudes and expectations of tourists, who stayed at hotels in province of Ankara, Turkey, towards green marketing activities. Their results have presented that the tourists' ecological sensitivity increases in parallel with their

education level, age and income level and that they expect the bigger hotels to provide green products. Furthermore, Lee et al. (2014) have used the environmental concern variable to measure the behaviours of conservationist individuals, who accept the environmental events as civic duty and who support green behaviours. Song et al. (2012, p. 1418) have given a place to the environmental concern variable in their behaviour model targeting a widened goal because the environmental concern variable has importance in the measurement of individuals' behaviours towards the environment. Researchers have used the environmental concern variable to identify the environmentally friendly tourism behaviour. In order to identify the behaviours of individuals during the festival and the effects of these behaviours on the environment, the environmental concern variable has also been used as one of the variables in a research study aiming to determine the effects of the Boryeong Mud festival tourists' intentions and behaviours on the environment. In the light of this information, in order to reach the desired aim of this research study, H_3 is formed. Accordingly;

H_3: Environmental concern affect environmentally friendly recreational behaviours positively.

Environmental concern is expressed in the literature as the negative perceptions towards all kinds of problems like depletion of natural sources, pollution and environmental degradation (Han, Hsu and Sheu, 2010). Moreover, according to Milfont and Duckitt (2010), the environmental concern factor is shown to be present in the inventory of environmental attitude and indicated as an important factor in ecologic subjects. Furthermore, Han and Yoon (2015) have studied the effect of perceived costumer effectiveness on attitude and environmentally friendly behaviour. In this regard, H_{10} is formed in order to identify the effect of environmental concern on environmental attitude.

H_{10}: Environmental concern affect environmental attitude positively.

2.6. Recreational Motivation

The recreational motivation variable is taken from recreational experience preference scale (REP). REP scale was developed in 1970 (Driver and Tocher, 1970). REP scale is a scale that investigates the benefits of recreationists from the open air recreational activities and experiences (Manfredo, Driver and Tarrant, 1996, p. 188). The mentioned dimensions of benefit in the scale include the recreational and touristic activities related to entertainment (natural researches, etc.) and to learning and mental / physical health. These activities, which include the activities of individuals who participated in recreational or touristic activities conducted, are seen important for the motivation scale.

According to the REP scale, recreation activities are carried out for the purpose of providing some psychological and physical benefits to individuals. Therefore, it affirms that there are situations that motivate individuals while carrying out a recreational activity (Driver and Tocher, 1970). For example, the situations such as the stress and excessive noise caused by urbanization or the excessive crisis and stress caused by individuals' working environment increase individuals' wishes and desires to make time for themselves. Such situations lead to the occurrence of individuals' recreational activity motivations and encourage them to do some recreational activities such as going fishing, taking a walk in rural areas, having a picnic with family or friends, having fun with close friends or family, outing, etc. (Manfredo, 1984). In regard of this

information, for reach the desired aim of this study, some benefit dimensions were considered related to the recreational motivation scale. These dimensions are divided into the following categories: taking pleasure from nature (being close to nature, etc.), being alone, emotional health, learning and discovery (discovering something different and new, etc.). H_6 is formed. Accordingly;

H_6: Recreational motivation affects environmentally friendly recreational behaviours positively.

The effects of recreational motivation on environmentally friendly behaviours are also analyzed in the literature additively the effect of individuals' environmental attitudes on environmentally friendly recreation behaviours. Moreover, according to Kil et al. (2014, p. 19), the recreational motivation factor is used as an intermediary between environmental attitude and environmental-sensitive behaviour. As a result, it is determined that recreational motivation is a linking variable between individuals' environmental attitude and environment-sensitive behaviour. Thus, H_7 is formed in line with this study.

H_7: Recreational motivation is mediating between environmental attitude and environmentally friendly recreational behaviour.

2.7. Environmentally Friendly Recreational Behaviour

The economic and socio-cultural benefits of the activities performed recreationally in addition to the sustainability of the environment are becoming an important aspect (Newsome, Moore and Dowling, 2005, p. 266-267). Therefore, realizing ecologic disruptions as a consequence of performed behaviours in recreational activities is encouraging the individuals to be more eco-sensitive during their open area activities (Kaiser et. al., 1999, p. 60-61).

Environmentally friendly behaviour is identified as the exhibition of behaviours directly or indirectly, as a personal or within a group that would be beneficial or would affect the environment positively. It is possible to mention environmentally friendly behaviours in different ways. These (Stern, 2000, p. 261) are;

- Environmental activities (participation to performed environmental organizations, etc.)
- Political behaviours without any activity (forming petitions towards environmental problems, writing to public body and institutions, etc.)
- Special environmentalism (having a greener lifestyle like buying green products. etc.)

While these kinds of behaviours provide protection and conservation of sources, they are also seen important for the sustainability of the natural environment (Kil, Holland and Stein, 2014; Lee, 2011).

Various studies have benefitted from the behaviour variable towards the environment under different names (environmental-sensitive behaviour, environmentally friendly behaviour, environmentally behaviour, environmentally responsible behavior, etc.). Furthermore, in order to measure the environmentally friendly behaviour, different scales have been formed by some researchers (Kilbourne and Pickett, 2008; Kil, Holland and Stein, 2014; Song et al., 2012).

People who are in interaction with nature take place in aspects such as buying environmentally friendly products and participating in environmentalist activities more often (Andereck, 2009). Especially the camping individuals, who are more compliance with nature, perform more environmentally friendly behaviours (picking wastes, not harming the plants and animals in the camping area, etc.). Thereby, it can be concluded that the behaviours of the individuals, who participate in recreational activities, are positive towards the environment and that they behave as conservationists in the activities they perform.

Moreover, the literature of consumer behaviours describes the environmentally friendly recreational behaviour as recreationists' use of environmentally friendly products and considering the environment in the activities they perform (Song et. al., 2012). In other words, the environmentally friendly recreational behaviour variable gives important information about the emergence of consumers' opinions related to the environment and the behaviours performed by those individuals through these opinions in analyzing the individuals' behaviours during camping. In this regard, the environmentally friendly recreational behaviour variable is regarded as one of the most important aimed variables as a result of this study.

A model was developed regarding the aim of the study to allow this study's hypotheses to be tested. In order to form this research model, studies of Greeley (1993), Chawla (1999), Kollmuss and Agyeman (2002), Milfont and Duckitt (2010), Song et al. (2012), Zhang and Lei (2012) and Kil, Holland and Stein (2014) were used. The model to be used is shown in the Figure 1.

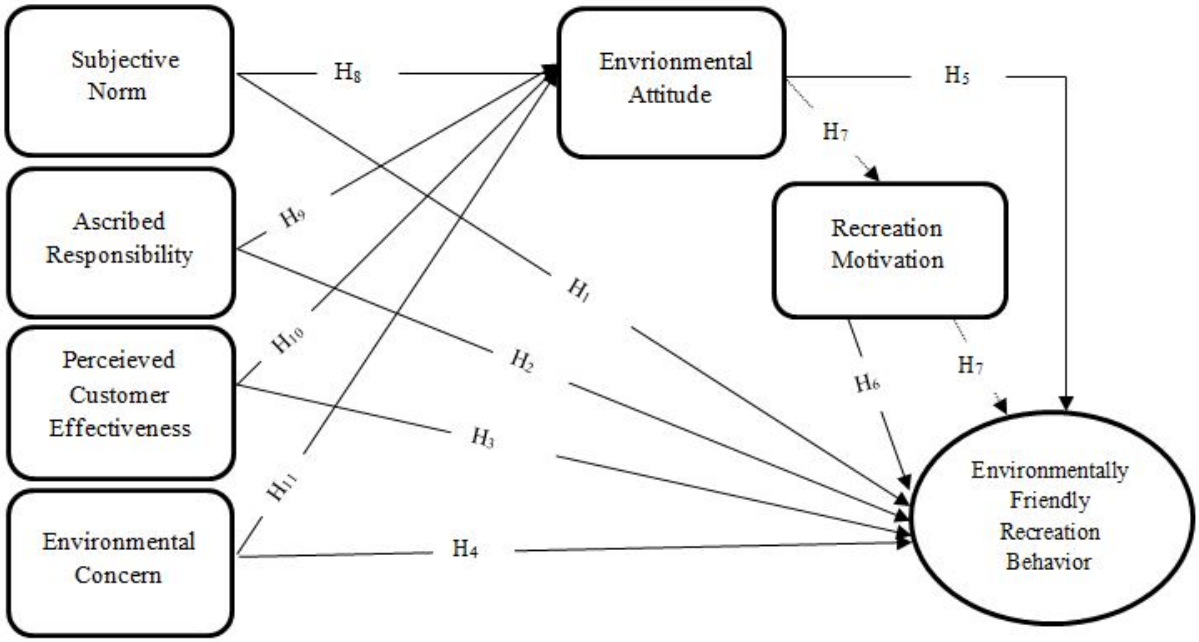

Figure 1: Research Model

3. METHODOLOGY

3.1. Survey Instrument

In the light of previous studies and expert opinions, questionnaire forms were used in collecting data. Before using the question forms, a pilot study was carried away and necessary corrections and modifications were done on unhandled and incoherent

questions. The questionnaire technique was used in this study to collect the data from the sample. The questionnaire consists of two parts and 42 questions, all prepared both in English and Turkish.

While the first part of the questionnaire consists of the participants' characteristics, questions related to the variables in the study model take place in the second part. The questions, which are formed to measure the individuals' subjective norms, ascribed responsibility variable, perceived costumer effectiveness, environmental concern, environmental attitude and environmentally friendly recreation behaviour, are organized according to 5 point Likert scale. Moreover, the characteristics, which take place under the question that is formed to identify participants' recreational motivations, are scaled as (1) not important to (7) very important.

There are different questionnaire forms in the literature, which are used by various researchers in different destinations, time and populations in the scope of environmentally friendly behaviour. Various studies have been conducted by different researchers related to environmentally friendly behaviour. In order to reach the desired aim of this study, behaviour questions were taken from the research study conducted by Song et al. (2012), who aimed to identify the environmentally friendly behaviours of the individuals participated in Boryeong Mud Festival performed in South Korea. Song et al. (2012) have determined the nature festivals, which are part of the environmental recreational activities, as the application area. The research conducted by researchers shows similarity with camping activities used as the application area in this study. Therefore, the questions formed for measuring the environmentally friendly behaviour and ecologic concern were taken from Song et al. (2012)'s studies. In this study, the questions formed for measuring the environmental attitudes and recreational motivations were taken from the research study of Kil, Holland and Stein (2014). Furthermore, the questions formed for measuring perceived costumer effectiveness from the variables used in the study model were taken from the study of Lee et al. (2014), the questions formed for measuring the ascribed responsibility were taken from Han's (2015) research study and the questions formed for measuring the participants' subjective norm were taken from the study conducted by Han, Hsu and Sheu (2010).

The questions in the scales were firstly identified in line with literature review and expert opinions (content validity). Then, a pre-application was done with a group of 30 people in the camping area (in the scope of face validity) and misunderstood or incoherent statements were corrected before distributing the questions throughout the camping areas.

Because the 23rd question, which measures the environmental attitude, included negative statement, it was inverted in the analysis stage and the analyses of this part were carried out with new values emerged after the inversion. Moreover, in Cronbach Alpha analyses, the 22nd question, which is used to measure the environmental attitude, was not taken into the evaluation because it was found out to be irrelevant with the dimension it was included.

3.2. Reliability

In order to determine the reliability of the practice question paper, Cronbach Alpha reliability coefficient were used. Cronbach Alpha was calculated separately for each factor. Accordingly, the reliability of 3 questions measuring the subjective norm, 3

questions measuring ascribed responsibility, 4 questions measuring the perceived costumer effectiveness, 8 questions measuring the environmental attitude factor, 9 questions measuring recreational motivation and 4 questions measuring environmentally friendly recreational behaviour were calculated respectively as 0,88, 0,87, 0,81, 0,86, 0,91, 0,92. In general, the questionnaire's reliability was determined as 0,90.

Because the obtained values in the study are higher than the reliability parameter's acceptable lower bound, which is 0,70, it is possible to say the questionnaire is reliable (Hair et al. 1998). In this context, all the calculated α parameters are higher than 0,70. Therefore, the questionnaire is considered as reliable.

3.3. Sampling Plan

An attempt was made to identify the effective factors on eco-friendly behaviours of individuals, who participated in camping activity as one of the environmental recreational activities, to reach the aim of this research. Recreational activities towards the environment in Turkey constitute the population of the study; whereas, the sample of the study is camping activity as one of the recreational activities towards the environment. To reach the aim of this study, questions were asked to individuals that travel to various destinations in Turkey for camping and that camp in the destinations they live using a questionnaire.

Because the massive size of the population makes it impossible to reach all parts of the population (Ural and Kilic 2005, p. 40), a sample was selected to represent the population in terms of time and cost. The scale prepared to reach the sample group is applied in camping facilities in different regions of Turkey.

According to the information from National Camping and Caravanning Federation (NCCF), there are 103 camping facilities in Turkey (NCCF, 2015). The distribution of these camping facilities is as follows; 15 in Black Sea Region, 14 in Marmara Region, 12 in North Aegean Region, 24 in South Aegean Region, 17 in Mediterranean Region, 15 in Central Anatolia Region, 2 in Southeastern Anatolia Region and 4 in Eastern Anatolia Region. Questionnaires are made according to convenience sampling method to obtain the proportional equality of every region and it was decided to carry out 15 surveys in each camping facility. For example, it was planned to conduct 30 questionnaires in Southeastern Anatolia Region (15 surveys in 2 camping facilities) and 225 questionnaires in Black Sea Region (15 surveys in 15 camping facilities).

In this study, 1006 surveys were conducted to make the sample represent the population. However, equal numbers of questionnaires were not collected from different regions due to the reasons such as reduced seasonal camping activity at the time of the study, difficulties in reaching all the facilities in the country and negative attitudes of some foundations regarding the survey. At the end of the study, 1028 surveys were carried out but 22 of them were cancelled due to problems such as misspellings and unanswered questions. Consequently, 1006 questionnaires were assessed in total.

Questionnaires, which were prepared in directions of the previous studies regarding the same subject and of professionals' advises, were used in this survey to collect data. Before carrying out the survey, a pilot study was conducted and impractical and incomprehensive questions were reviewed and edited.

3.4. Data Analysis

Factor analysis was carried out on the scale used in the research in the scope of the work. This analysis enables the aforementioned variables to be grouped by determining the factor loads. It is suggested that the statements' loads, which will form the dimensions in factor analysis, should be less than 0.30 (Hair et al., 1998). 'Pearson Correlation Analysis' was used in the study in order to determine the level and direction of the relations between the variables, which are the precondition of regression analysis that will be done for testing the hypotheses also formed in the scope of study model and 'Pearson Correlation Coefficient' between all the variables was calculated. If the correlation coefficient is 1, there is a full direct relation (positive) between the variables; if it is -1, there is a full inverse relation (negative) between the variables; as for that if it is 0, there is no relation between the variables (Fornell and Larcker, 1981). Furthermore, hierarchical regression analysis was used in order to calculate the mediating variable hypothesis in this study and Sobel Test was applied to crosscheck it (Baron and Kenny, 1986).

4. RESULTS

According to the research findings, %51 of the participants are male and %48 are female. When the distribution of the participants is analyzed considering their age, it is found that %19 of the participants are in age group of 45-54, %19,4 are in age group of 65≤ and %17,2 are in age group of 25-34. When they are analyzed considering their education level, it is found that %52,8 of the participants are under graduated and %22,4 are graduated. Furthermore, when the participants' marital status was analyzed according to the table, it is seen that %47,5 are married with children, %40,7 are single and %11,8 are married without any children. When the participants' residential area is analyzed, it is observed that %19,2 of the participants came to Turkey from abroad, %15,8 were from Marmara Region, and %15,1 were from Aegean Region. Moreover, when the participants' income level is analyzed, it is found that %42,7 of the participants are in the 'high' income group and %26,3 are in the 'mid' income group. Therefore, it can be concluded that the financial status of the individuals, who perform camping activities, is good.

In order to identify the necessity of grouping the scales used in this study with factor analyses, KMO and Barlett tests were applied. With respect to this, the data are shown detailed in the Table 1.

Table 1: Factor Lodging

Variables	Statements	EA	EFRB	(PCE	EC	SN	AR
Environmental Attitude (EA)	EA1	,779					
	EA2	,830					
	EA3	,823					
	EA4	,824					
	EA5	,840					
	EA6	,856					
	EA7	,811					
	EA8	,438					
Environmentally Friendly Recreation Behaviour (EFRB)	EFRB1		,795				
	EFRB2		,836				
	EFRB3		,811				
	EFRB4		,823				
Perceived Customer Effectiveness (PCE)	PCE1			,820			
	PCE2			,824			
	PCE3			,726			
	PCE4			,796			
Environmental Concern (EC)	EC1				,794		
	EC2				,851		
	EC3				,860		
	EC4				,812		
Subjective Norm (SN)	SN1					,877	
	SN2					,895	
	SN3					,860	
Ascribed Responsibility (AR)	AR1						,859
	AR2						,828
	AR3						,826
Barlett's Test of Sphericity	KMO			0,919			
	Approx. Chi-square			17677,105			
	Df			325			
	Significance			,000			

Factor analysis was carried away regarding the questions related to the scale. In the scope of this study, factor analysis was done on the statements related to the scale. In this context, seven dimensions emerged. According to the factor analysis results, six dimensions were found out, which possess an eigenvalue bigger than 1, and it was verified that these seven dimensions are the 'environmental attitude', "environmentally friendly recreational behavior", "perceived costumer effectiveness", "environmental concern", "subjective norm" and "ascribed responsibility".

In order to determine the unilateral effect in the study, H_1, H_2, H_3, H_4, H_5, H_6, H_7, H_8, H_9, H_{10}, and H_{11} hypotheses were tested with regression analysis. Moreover, firstly the correlation analysis was done to find out whether there is a relation between them considering the hypotheses' tests. In this context, firstly the correlation test was applied. The results obtained from the correlation test are given in detail in the Table 2.

Table 2: Correlation Analysis

		RM	SN	AR	PCE	EC	EA	EFRB
RM	P. Correlation	1						
	Significance							
SN	P. Correlation	,216(**)	1					
	Significance	,000						
AR	P. Correlation	,257(**)	,300(**)	1				
	Significance	,000	,000					
PCE	P. Correlation	,180(**)	,222(**)	,356(**)	1			
	Significance	,000	,000	,000				
EC	P. Correlation	,220(**)	,202(**)	,246(**)	,169(**)	1		
	Significance	,000	,000	,000	,000			
EA	P. Correlation	,301(**)	,289(**)	,392(**)	,266(**)	,289(**)	1	
	Significance	,000	,000	,000	,000	,000		
EFRB	P. Correlation	,283(**)	,199(**)	,310(**)	,307(**)	,230(**)	,601(**)	1
	Significance	,000	,000	,000	,000	,000	,000	

** : p<0.001, *RM: Recreational Motivation, SN: Subjective Norm, AR: Ascribed Responsibility, PCE: Perceived Customer Effectiveness, EC: Environmental Concern, EA: Environmental Attitude, EFRB: Environmentally Friendly Recreation Behaviour*

The effect of the subjective norm, ascribed responsibility, perceived costumer effectiveness and environmental concern on environmental attitude is shown in the Table 3. When the obtained results are analyzed, the relation between the subjective norm, perceived consumer effectiveness, ascribed responsibility, environmental concern and environmental attitude is found statistically significant (p<0,001). There is a positive correlation (R=0,476) between environmental attitude and other variables. Moreover, the specificity coefficient (R^2=0,227) was calculated and 22,7 of the change in individuals' environmental attitudes was found to be dependent on subjective norm, ascribed responsibility, perceived customer effectiveness and environmental concern variables.

Table 3: Results of Environmental Attitude Regression Analysis

Variables	**S.E.**	**β**	**T**	**P**	**Tolerance**	**VIF**
Constant	0,139		18,136	0,000		
SN	0,019	0,150	5,062	0,000	0,880	1,136
AC	0,026	0,265	8,512	0,000	0,799	1,252
PCE	0,018	0,109	3,628	0,000	0,854	1,171
EC	0,018	0,175	6,038	0,000	0,916	1,091
R= ,476	R^2= ,224	Durbin-Watson= 1,811			p< 0,000	

** : p<0.001, Dependent Variable: Environmental Attitude, *RM: Recreational Motivation, SN: Subjective Norm, AR: Ascribed Responsibility, PCE: Perceived Customer Effectiveness, EC: Environmental Concern, EA: Environmental Attitude, EFRB: Environmentally Friendly Recreation Behaviour*

Ascribed responsibility (0,265) was determined as the most effective variable on the environmental attitudes of individuals, who are in the camping activity. In other words, one unit of increase in the ascribed responsibility factor increases the individuals' environmental attitudes as a unit of 0.265. When the effect of other variables on environmental attitude is analyzed, the respective order is seen as environmental concern (0,175), subjective norm (0,150) and perceived customer effectiveness (0,109). Hereby, **H_8, H_9, H_{10} and H_{11}** hypotheses were accepted.

Table 4: Result of Environmentally Friendly Recreation Behaviour Regression Analysis

Variables	S.E.	Beta	T value	Sig.	Tolerance	VIF
Constant	0,202		0,903	0,367		
SN	0,023	-0,018	-0,662	0,508	0,850	1,176
AR	0,032	0,031	1,070	0,285	0,737	1,356
PCE	0,022	0,140	5,230	0,000	0,841	1,189
EC	0,021	0,032	1,222	0,222	0,873	1,145
EA	0,038	0,520	18,313	0,000	0,750	1,333
RM	0,029	0,089	3,374	0,001	0,862	1,161
R= ,628	ΔR2= ,391	Durbin-Watson= 1,490			p< 0,000	

** : p<0.001, Dependent Variable: Environmentally Friendly Recreation Behaviour, *RM: Recreational Motivation, SN: Subjective Norm, AR: Ascribed Responsibility, PCE: Perceived Customer Effectiveness, EC: Environmental Concern, EA: Environmental Attitude, EFRB: Environmentally Friendly Recreation Behaviour*

When the obtained results are analyzed, the relation between perceived customer effectiveness (p<0,01), environmental attitude (p<0,01), recreational motivation (p<0,05) and environmentally friendly recreational behaviour is found statistically significant (Table 4). There is a positive correlation (R=0,628) between environmental attitude and the variables that takes place in the model. Furthermore, specificity coefficient (R^2=0,395) was calculated and it could be concluded that %39,5 of the change in the individual's environmentally friendly recreational behaviours is dependent on the variables in the model.

Environmental attitude is found as the most effective variable on recreational behaviours of the individuals, who performed camping activities (0,520). In other words, one unit of increase in the individuals' environmental attitudes increases the participants' environmentally friendly recreational behaviour as a unit of 0,520. When the effects of other variables on environmentally friendly recreational behaviour are viewed, the factors that affect this behavior are seen as the perceived customer effectiveness (0,140) and recreational motivation (0,089). Hereby, **H_4, H_5 and H_6** hypotheses were accepted.

According to obtained results, it was found that there is not any statistical significant relation between subjective norm, ascribed responsibility and environmental concern and environmentally friendly recreation behaviour. Hereby, **H_1, H_2 and H_3** hypotheses were not accepted.

According to **H_7**, which is expected to be measured in this study, environmental attitude affects environmentally friendly behaviour via recreational motivation. As stated while composing the hypothesis, some criteria are needed to be fulfilled for the recreational motivation variable to emerge as a mediator. The criteria needed in this frame are given below (Baron and Kenny, 1986):

1. In the equation, environmental attitude (independent variable) affects recreational motivation (dependent variable) significantly.
2. In the equation, environmental attitude (dependent variable) affects environmentally friendly recreational behaviour significantly.

3a. In the equation, recreational motivation (mediating variable) should affect environmentally friendly recreational behaviour (dependent variable).

If the results of this equation are significant as expected, mediation depends on the fact that the coefficient of the independent variable in equation 3a is lower than the coefficient of the dependent variable in equation 2 (Baron and Kenny, 1986).

The regression analysis, carried away within the equations in order to test the mediation of the recreational motivation variable, is statistically significant. The results of the regression analysis, which was done before moving on to the next stage, are given in Table 5.

Table 5: Regression Analysis for Mediation Effect

EQUATION 1						
Variable	**Standard Error**	**Beta**	**T value**	**Sig.**	**Tolerance**	**VIF**
Constant	,180		17,001	,000		
ET	,037	,301	10,016	,000	1,000	1,000
R= ,301	R^2= ,090	Durbin-Watson= 1,687			p< 0,000	
Dependent Variable: Recreational Motivation						
EQUATION 2						
Variable	**Standard Error**	**Beta**	**T value**	**Sig.**	**Tolerance**	**VIF**
Constant	0,167		5,437	,000		
ET	0,034	0,601	23,826	,000	1,000	1,000
R= ,601	R^2= ,361	Durbin-Watson= 1,509			p< 0,000	
EQUATION 3a						
Variable	**Standard Error**	**Beta**	**T value**	**Sig.**	**Tolerance**	**VIF**
Constant	,163		20,588	,000		
RM	,033	,283	9,339	,000	1,000	1,000
R= ,283	R^2= ,079	Durbin-Watson= 1,617			p< 0,000	
Dependent Variable: Environmentally Friendly Recreation Behaviour						

As a result of the analyses, it was determined that the coefficient ($B_{motivation}$:0,283) of the dependent variable of 3a equation is lower than the coefficient ($B_{attitude}$:0,601) of equation 2.

Furthermore, in case the independent variable and the mediating variable affect the independent variable at the same time (3b), it must be that (Table 6);

Table 6: Equation 3b Regression Analysis

Variable	**Standard Error**	**Beta**	**T value**	**Sig.**	**Tolerance**	**VIF**
Constant	,187		2,818	,005		
ET	,029	,112	4,259	,000	0,909	1,100
RM	,035	,567	21,628	,000	0,909	1,100
R= ,610	ΔR2= ,371	Durbin-Watson= 1,505			p< 0,000	
Dependent Variable: Environmentally Friendly Recreational Behaviour						

a) The effect of the independent (0.567; p<0.001) variable and mediating variable on environmentally friendly recreational behaviour is found significant (B=0.112; p<0.001)
b) The effect of the independent variable of this equation (as in the 3b equation $X_{attitude}$=0.567) on dependent variable is lower (0.567<0<0.601) than the effect of the independent variable in equation 2 ($X_{attitude}$=0.601) (Muller et al., 2005). Therefore, **H_7** hypothesis was accepted.

A traditional approach (Lewis- Beck, 1995, p. 65), which rules out the effect of the independent variable on the dependent variable and the effect of the other variable(s), was followed in testing of the **H_1**, **H_2**, **H_3**, **H_4**, **H_5**, **H_6**, **H_8**, **H_9**, **H_{10}**, **H_{11}** hypotheses up to this point (e.g. Y=a+b1x1+b2x2+b3x3+e). In other words, the regression analysis result in the traditional approach determined that a unit (x1) of change in the dependent variable causes a b1 unit of change in the dependent variable independently from its (Y), x2, x3 or xk values (Lewis-Beck, 1995: 65). Furthermore, regression test was applied in order to find out the effect of the mediating variable between the independent variable and the dependent variable in testing **H_7** hypothesis and Sobel Test was applied for its verification. The results of the hypotheses, which were analyzed, are shown in detail in the Figure 2.

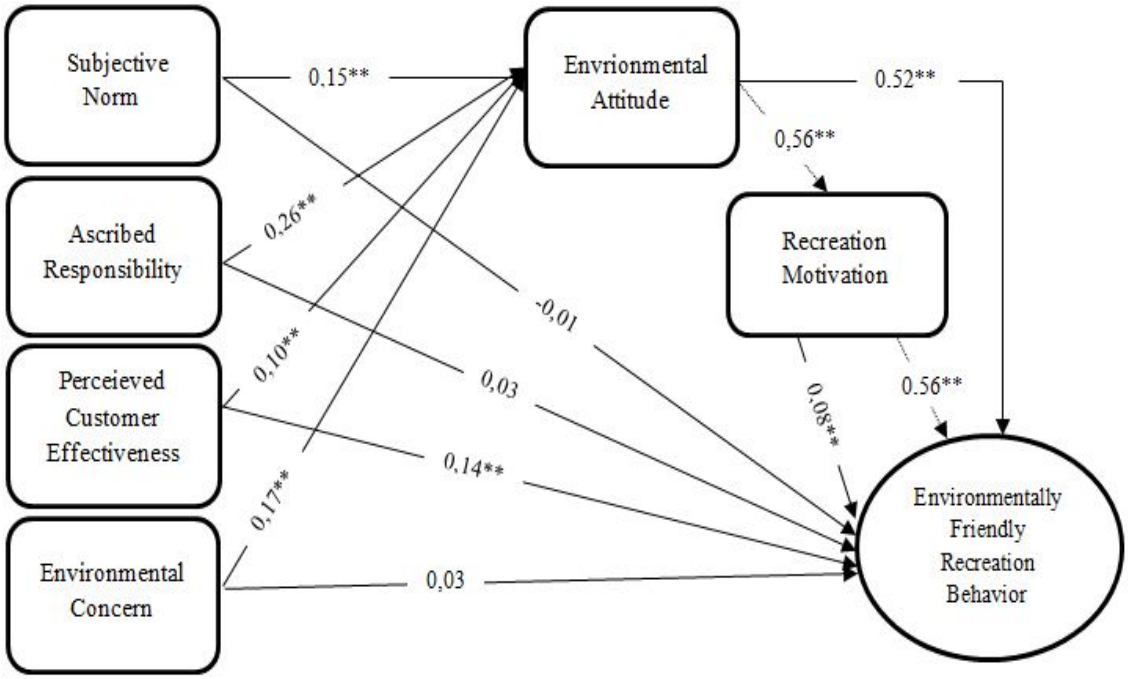

Figure 2: The Results of the Research Model

IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH

The effect of subjective norm, ascribed responsibility, perceived customer effectiveness, environmental concern and environmental attitude of the individuals, who participated in this study, on the environmentally friendly recreational behavior was analyzed. It was identified that environmental attitude, perceived customer effectiveness and motivation have effect on environmentally friendly recreational behavior; while, subjective norm, ascribed responsibility and environmental concern do not have an effect on environmentally friendly recreational behaviour. In his study, Han (2015) has analyzed the effect of the individuals' subjective norms on their behavioural intentions within the theory of planned behaviour. When the obtained results are analyzed, it was found that the individuals' subjective norms have effect on their behavioural intentions. The H_1 finding obtained in the scope of this study shows that the individuals' perceived pressure originating from their inner circle does not have effect on performing environmental attitude. It can be concluded that the individuals do not receive any collective social pressure from their inner circle in their environmentally friendly behaviours during their camping period or even if they feel the collective pressure, this

situation does not affect them. Therefore, it can be said that individuals do not feel enough pressure on them in respect to environmental consciousness or the individuals are highly sensitive about the environment enough not to realize such a social pressure.

In this research study, it is found out that the ascribed responsibility factor does not have an effect on environmentally friendly behaviour. Thus, it can be indicated that the individuals, who are camping, do not ascribe enough responsibility on themselves or other people about acting environmentally friendly to the nature. From a different perspective the role of ascribing responsibility to other people in the performance of individuals' environmentally friendly behaviours can also be considered. In their study, Zhang et al. (2014) used the ascribed responsibility factor in measuring the individuals' environmentally friendly behaviours and reached the result that ascribed responsibility has effect on personal norms, and that the norms have effect on behaviour. This result differs from the findings of our study. An explanation for this can be that Zhang et al.'s (2014) study took place in a touristy city. In addition, it can be argued to what extent camping is important as a recreational activity in Turkey and hence what responsibility ascribing levels of individuals are regarding this. According to the obtained result, it can be said that this level is inadequate. Additionally, in the research of De Groot and Steg (2009), they analyzed the ascribed responsibility factor as the regulatory variable between behaviour and personal norm, and analyzed the effect of both the ascribed responsibility factor and the mediating variable on behaviour. The obtained results contradicted the findings of this study. While the effect of individuals' environmental concerns was seen on behavior in previous studies (Kilbourne and Pickett, 2008; Lee et al, 2014; Song et al., 2012), the result in this study shows that it does not have any effect on behaviour. The obtained result in this study shows that the individuals' environmental concerns do not affect their environmentally friendly behaviours in their camping areas. Failing to detect such an effect can be explained by the lack of individuals' concerns about the camping areas.

It is seen that the camping individuals' environmental attitudes affect them to act environmentally friendly. Moreover, it can be stated that their recreational motivations affect them to act environmentally friendly, and it is an important factor for them to act environmentally friendly for performing this behaviour in future. In addition, it is seen that the individuals' perceived customer effectiveness affects their behaviour. For example, it is seen that the camping individuals' economical use of water and energy and buying environmentally friendly products affect other camping individuals' performance of environmentally friendly behaviours. It is seen that the previous studies (Kil et al., 2014; Lee et al., 2014; Thapa, 2010) agree with this study.

The effect of the subjective norm, ascribed responsibility, perceived customer effectiveness and environmental concern of the individuals, who participated in this research study, were analyzed and it was concluded that all these factors have effect on environmental attitude. In their research, Taylor and Todd (1995) have analyzed the effect of subjective norm, in the scope of planned behaviour theory, on attitude, and they have determined that the subjective norm has an effect on attitude. In his study, Kement (2013) has extrapolated that the green star hotel customers' subjective norms have an effect on their attitude. Han and Kim (2010) have aimed to predict the revisit intentions of the customers, who visited the green star hotels, in their research study. In this context, the effect of the hotel costumers' subjective norms on their attitude was analyzed within the scope of the model of planned behaviour theory. Subjective norm

has effect on environmental attitude. The results of the previous studies are parallel with this study. Furthermore, it was concluded that the camping individuals' ascribed responsibilities have an effect on environmental attitude in this study. Therefore, the effect of the ascribed responsibility factor can be shown as another factor affecting the environmental attitude of people.

According to the results of this study, it is seen that individuals' concerns regarding the environment have an effect on attitude. Therefore, it is determined that one other factor in individuals' performance of environmental attitude is environmental concern. Within the concept of environmental concern, individuals are sensitive about points such as taxing the products which cannot be recycled and create pollution in the environment. It is also seen that these concerns affect their environmental attitude. Furthermore, it was concluded that the individuals' perception of customer effectiveness regarding the environment affects the environmental attitudes of the camping individuals. The individuals were sensitive to the environment as possible as they could and it was concluded that this sensitiveness affected the environmental attitude. In their research study, Han and Yoon (2015) examined the effect of perceived effectiveness on attitude and their results showed that there is an effect of perceived effectiveness on attitude. This result is in line with this research.

This study has findings that can contribute the literature in terms of providing the use of camping areas more consciously and identifying the underlying factors of campers' eco-friendly behaviours. This is because the recognition of the underlying factors of the behaviours of the individuals, who act environmentally friendly, will contribute to the use of the natural environment suitably. Therefore, this study enables the recreationally used environment to be used more consciously. Moreover, in the direction of the obtained findings from this study, it was determined that environmental attitude, perceived customer effectiveness and recreational motivation factors affect individuals' environmentally friendly behaviours. Therefore, individuals' behaviours can be examined considering the effect of these variables. Environmental information, environmental kindness and environmental world-view also can be used in future studies to analyze individuals' environmentally friendly behaviours. The future study within this scope would be important for scrutinizing the factors affecting individuals' environmentally friendly behaviours. Furthermore, this research also can be conducted in the scope of other activities other than camping as an environmentally recreational activity and the fact that factors affecting individuals' behaviours are different or not can be detailed. Hence, whether the individuals take a different approach to recreational activities towards the environment can be determined. The time of the study coincided with spring, which caused one of the limitations of this research. The individuals could have expressed different points of view in summer, when many people travel especially to Mediterranean and Aegean regions for the purposes of sea, sand, and sun. In upcoming research studies, a new research study can be conducted considering the camping areas' geographical positions. Herewith, it can be analyzed whether the individuals, who visit camping areas regionally, have different behaviours or the differences that would emerge from the geographically different camping areas can be examined.

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